An Overview of the Research Process

Motivation

Research question(s)

Literature review

Choose general orientation

Quantitative

(choose design)

Experiments

Surveys

- Structured interviews
- Ouestionnaires

Structured observation

Case studies

Ethics review

Gather data

Analyze data

Findings

Conclusions

- · Do the findings support the hypotheses?
- Implications for existing theories?
- New hypotheses, concepts, or theories generated?
- · Implications for further research?

Qualitative

(choose design)

Ethnography
Participant observation
Unstructured interviews
Semi-structured interviews
Life history
Oral history
Narrative analysis
Focus groups
Content analysis

- Ethnographic
- Semiotics
- Hermeneutics
- Conversation analysis
- · Discourse analysis

Ethics review

Gather data

Analyze data

Findings

Conclusions

- Do the findings provide a new interpretation of a person, group, setting, event, or text?
- Implications for existing theories?
- New hypotheses, concepts, or theories generated?
- Implications for further research?
- Do the findings illustrate group processes or social conflict in a new way?